

PowerPoint – A Tool for Real Estate Marketing

Scott Hudspeth & Vicki Rice

December 30, 2014

The **POWER** of Power Point

Real Estate Marketing at it's BEST

Flyers, Post Card Drip Campaigns, Facebook Business Pages,
Advertising, Branding...list can go on and on.
Learn the **POWER** to do this all by yourself.



What do you need:

- Plan of Action (Marketing System)
- Lifecycle Marketing of what, why, when and the way you want to communicate
- Microsoft Power point
- Jing download it for free here:
<http://www.techsmith.com/jing.html>
- Images, photos, clip art...
- www.photopress.com,
- <http://www.dollarphotoclub.com/>



Marketing Plan

01 January

| M | T | W | T | F | S | S |
|----|----|----|----|----|----|----|
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | |

04 April

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07 July

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10 October

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| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

02 February

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05 May

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08 August

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11 November

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| 23 | 24 | 25 | 26 | 27 | 28 | 29 |

03 March

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| 23 | 24 | 25 | 26 | 27 | 28 | 29 |

06 June

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| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | | | | |

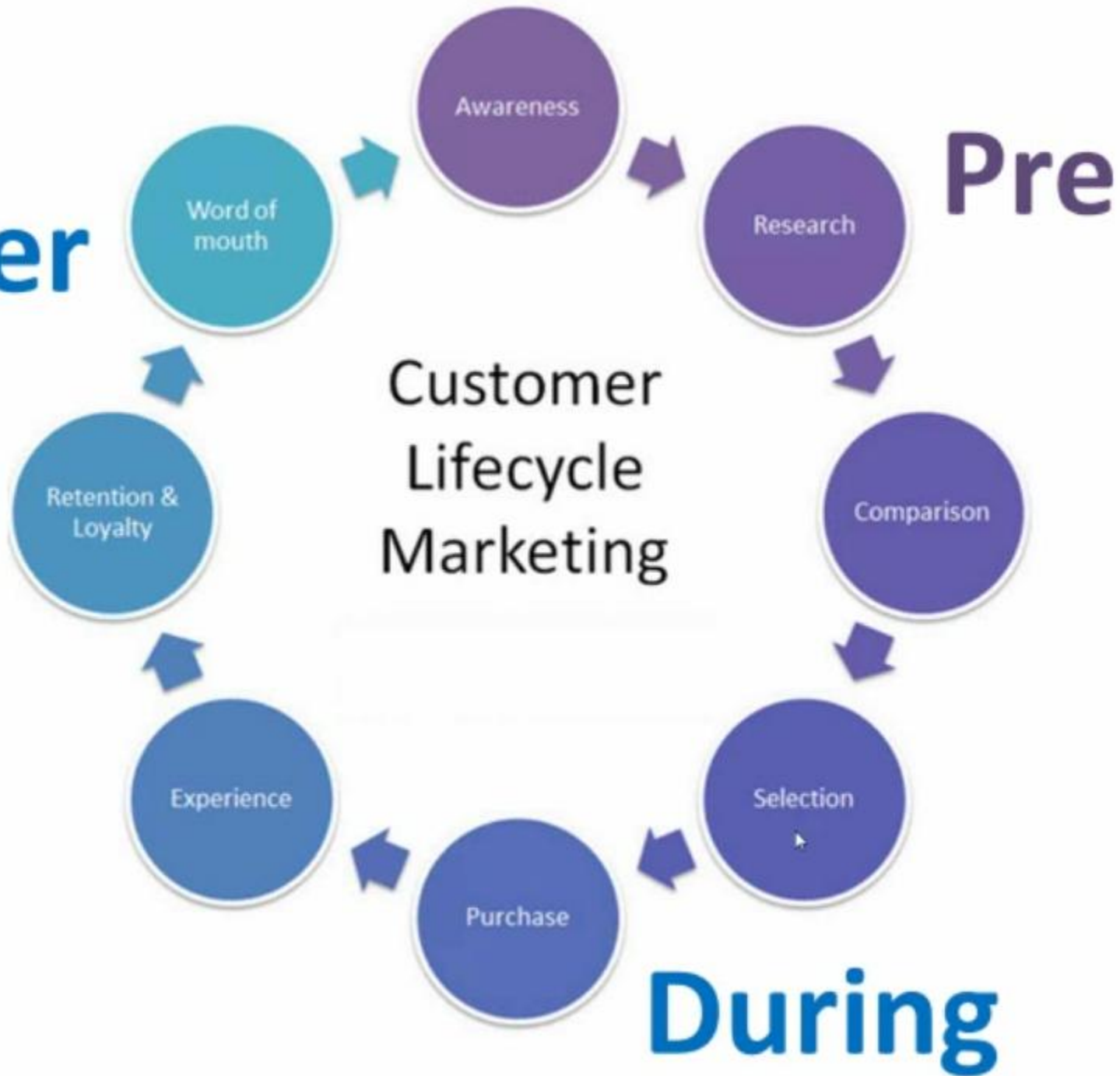
09 September

| M | T | W | T | F | S | S |
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12 December

| M | T | W | T | F | S | S |
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After



Pre

Customer
Lifecycle
Marketing

During

MARKETING

STRATEGY

B R A N D

LOGO

IDENTITY

DESIGN

ADVERTISING



We start by building your brand, then we put that brand (image) on all your social media sites and in your marketing materials

Branding should both precede and underlie any marketing effort. Branding is all about push marketing not **pull**

A brand will help encourage someone to buy a product, and it directly supports whatever sales or marketing activities are in play, but the brand does not explicitly say “*buy me.*” Instead, it says

“This is what I am. This is why I exist. If you agree, if you like me, you can buy me, support me, and recommend me to your friends.”

If you confuse people, you loose people



who people perceive you to be

72% of adult internet users in the U.S. are now active on at least one social network “media post”

97% of consumers search for local businesses online. “2013 study relevanza”

THE LANDSCAPE HAS CHANGED BECAUSE OF SOCIAL MEDIA

The power behind social media is

Awareness: Stay top-of-mind

Visibility: Increase likeability

Credibility: Build influence and remain relevant in consumers’ mind

Get in the conversation! You can’t hide. You must engage!

WHY IT'S A MUST

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Your Assistant should:

Keep the conversation going

Make you look good

Be a connection to all the good things and benefits you offer



Plant the seeds for business growth, your reputation, and referrals



A. Standard
(5.47" x 4.21")

B. Oversized
(8.52" x 5.47")

C. Jumbo
(11.00" x 6.00")

Brochures
(10.98" x 8.50")



Facebook: 8.46 x 3.135

YouTube Banner: 27.31 x 15

Google +: 11.35 x 4.2

Twitter: 16.69 x 8.35

<http://auctionrepair.com/pixels.html>

You can do this

I

Let's go live

<http://www.pinterest.com/vickirice2/post-card-marketing/>

<http://www.pinterest.com/vickirice2/facebook-timelines-and-cover-pages/>



Vicki Rice

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visual explorer, marketing entrepreneur, serial renovator.

31 Boards

1,544 Pins

0 Likes

355 Followers

192 Following

Timeline and Co...



Edit

YouTube, Business Videos



Edit

Post Card Marketing



Edit

Facebook Timelines and ...



Edit

WordPress Blogs and Webs...



Edit

Word Press Static Websit



Edit

Pages



Edit

Just saying...



Edit

Great Outdoor Spaces



Edit

HerWay Style



Edit

Staging Ideas



Edit

Don't be Afraid of Color



Edit

Space



Lets shower



Can't wait to meet you



Loxy's room



Horsing Around



Yum Yum



What if instead of this ...



Just Sold
234 Willow Street

I'm happy to report that my listing in your neighborhood has been sold and I need more inventory to sell. If you know of anyone interested in selling, please give me a call.



Sally Agent
REALTOR®
Office: 941-723-2400
Toll Free: 800-287-5710
Direct: 941-724-4444
Fax: 941-336-9655



One day with Laura Rodriguez-McGowan

REALTYONEGROUP
HOMES • LIVES • DREAMS



... you sent this?



Laura Rodriguez-McGowan
RealtyONEGroup
10681 Foothill Blvd.
Rancho Cucamonga, California
909-694-0160

REALTYONEGROUP
HOMES • LIVES • DREAMS

If you see John and Sara walking their dog, please welcome them to the neighborhood.

I

One day with Laura, and good things happen.



Not intended to solicit listed properties

One day with Laura Rodriguez-McGowan

HOME STAGING 101

@onedaywithlaura/pinterest.com

A Postcard Campaign for targeting FSBOs



Laura Rodriguez-McGowan
RealtyONEGroup
10681 Foothill Blvd.
Rancho Cucamonga, California
909-694-0160



Sometimes, buyers can't imagine...

It's your time to create that WOW factor when they FIRST walk into your home. You want them to imagine their life living here.

Follow me on Pinterest to learn some tricks, tools, and design tips, I use to make that first impression LAST well beyond the showing.

**What's your memory piece?
Need ideas let me know.**

Not intended to solicit listed properties 

Create your own
customized “Thank
You” Note Postcards.

Glossy on the front
and matte on the
back.

One day with Laura Rodriguez-McGowan



Success!



Laura Rodriguez-McGowan
RealtyONEGroup
10681 Foothill Blvd.
Rancho Cucamonga, California
909-694-0160



Handwritten
Thank You Notes

Updates...



Jeff Tufford

December 22, 2014 at 5:46pm · 🌐

Festive buyer got her house tonight! It's the most wonderful time of the year! Congrats Kari! Enjoy the new place. — with Kari Howd Gaines at Epic Mortgage Group.



Share - Buffer

2013
2012
2011
2010
2009
2008
2007
Born

Sponsor



Industrial
dotandbo.
Up to 60%
Rustic Ho
Now!

Yve Valen

Here's an example of how to use images during the Process to create engagement and interest ...

... and getting shares, likes, and comments from both yours and your clients' friends and followers ...

What the Property Brothers want you to know before buying that Fixer-upper



<http://www.popsugar.com/home/HGTV-Property-Brothers-Real-Estate-Tips-34331682>

I hope that you found “PowerPoint – A Tool For Real Estate Marketing” informative.

Every Tuesday @ Noon Eastern Time, I help host the Agent Mastermind Class Webinar. If you and I are already connected, then you’ll receive an email invite and reminder each week. If you were provided a copy of this presentation by a friend, colleague, or other real estate professional and would like to attend, just give me a call, 508-470-1135, or simply register for our next Class, here:

<http://agentmastermind.com/pauldonoghue>

To Your Success *Paul*

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